

South Carolina Educational Television Commission
FCC Form 340
New NCE FM Station

Established Local Applicant Documentation

The South Carolina Educational Television Commission (“SCETV”) is a state governmental entity in the State of South Carolina. It was established by an act of the state General Assembly and is codified in Title 59 of the South Carolina Code of Laws. S.C. CODE ANN. § 59-7-10. As a state governmental entity, SCETV is considered a local entity for purposes of the FCC noncommercial point system determination “throughout the area within which their authority extends.” *Reexamination of the Comparative Standards for Noncommercial Educational Applicants*, Report and Order, 20 CR 301, 65 FR 36375, 15 FCC Rcd 7386, (April 21, 2000) at Paragraph 54.¹ Accordingly, as a state governmental entity, SCETV qualifies as a local entity applicant throughout the state of South Carolina, including within the proposed service area. SCETV has been in existence since 1960 (its history as licensee of numerous broadcast stations since at least 1963 is a matter of record with the Commission), and is therefore an “established” local entity pursuant to Section 73.7003(b)(1) of the FCC’s Rules, which requires continuous local applicant qualification for no fewer than two years. *See also* attached, excerpt from SCETV’s 1991-1992 Annual Report, available at https://dc.statelibrary.sc.gov/bitstream/handle/10827/17159/ETV_Annual_Report_1991-1992.pdf?sequence=1&isAllowed=y.

¹ “For example, the New York State government would be considered local throughout New York State, including New York City, but the New York City Board of Education would be local only in New York City” *Id.*

IV. STATUTORY AUTHORITY

The S.C. Educational Television Commission was created in Section 59-7 of the 1976 Code of Laws of South Carolina, as amended.

V. HISTORY

1957–1991: In 1957, the General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. On March 11, 1958, the study committee recommended that a pilot project be set up in one Columbia school. That summer, a studio was built at Dreher High School and the experiment began in September. Henry J. Cauthen was the technical director for the project, which was evaluated by R. Lynn Kalmbach. Public school ETV course enrollment was 300 that first year.

Educational television services were extended to five Columbia area schools in 1958. The S.C. Educational Television Commission was created by the General Assembly in 1960, with R. Lynn Kalmbach serving as general manager. Expansion of the closed-circuit system was accomplished by the negotiation of the first reduced tariff rate for educational television in 1961. In 1962, state agencies and public school teachers began utilizing ETV for continuing professional education. By 1963, the closed-circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers, and 10 hospitals.

In September of 1963, the ETV Network signed on its first open-circuit station, WNTV-TV in Greenville, with WITV in Charleston signing on a few months later. Henry J. Cauthen was named executive director of the ETV Network in 1965.

WRLK-TV, Columbia's open-circuit ETV station, signed on in 1966. With the three major cities in the state now having ETV stations, extensive programming for elementary schools was offered for the first time on open broadcast. September of 1967 saw the signing on of WJPM-TV, Florence, and WEBA-TV, Barnwell.

The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study in business administration through the closed-circuit system in 1970. Also in 1970, the nation's first live domestic satellite transmission was organized in Columbia by SC ETV when William F. Buckley Jr. agreed to bring **Firing Line** to public television via SC ETV.

In 1971, a color studio facility was put into operation and local instructional programs were first produced in color.

In 1972, the Network began operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville. WSCI-FM, Charleston, was added to the Network in 1973; and WMPR-FM, Sumter, and WLTR-FM, Columbia, signed on in 1975.